

USING SENSEMAKER IN FIELD



WHAT WE'RE SKIPPING TODAY ...

Non-causal systems

Cynefin

Anticipatory awareness

Counter-radicalisation

Colombia

Identity, Intention, Intelligence

Bounded applicability

Cross-silo information sharing

Lebanon

Mexican communities

Bangladeshi latrines

The futility of rebutting narratives

Lessons learned

The problems of using measures as targets

Mexican drug gang culture

Knowledge vs doctrine

Bosnia-Herzegovina

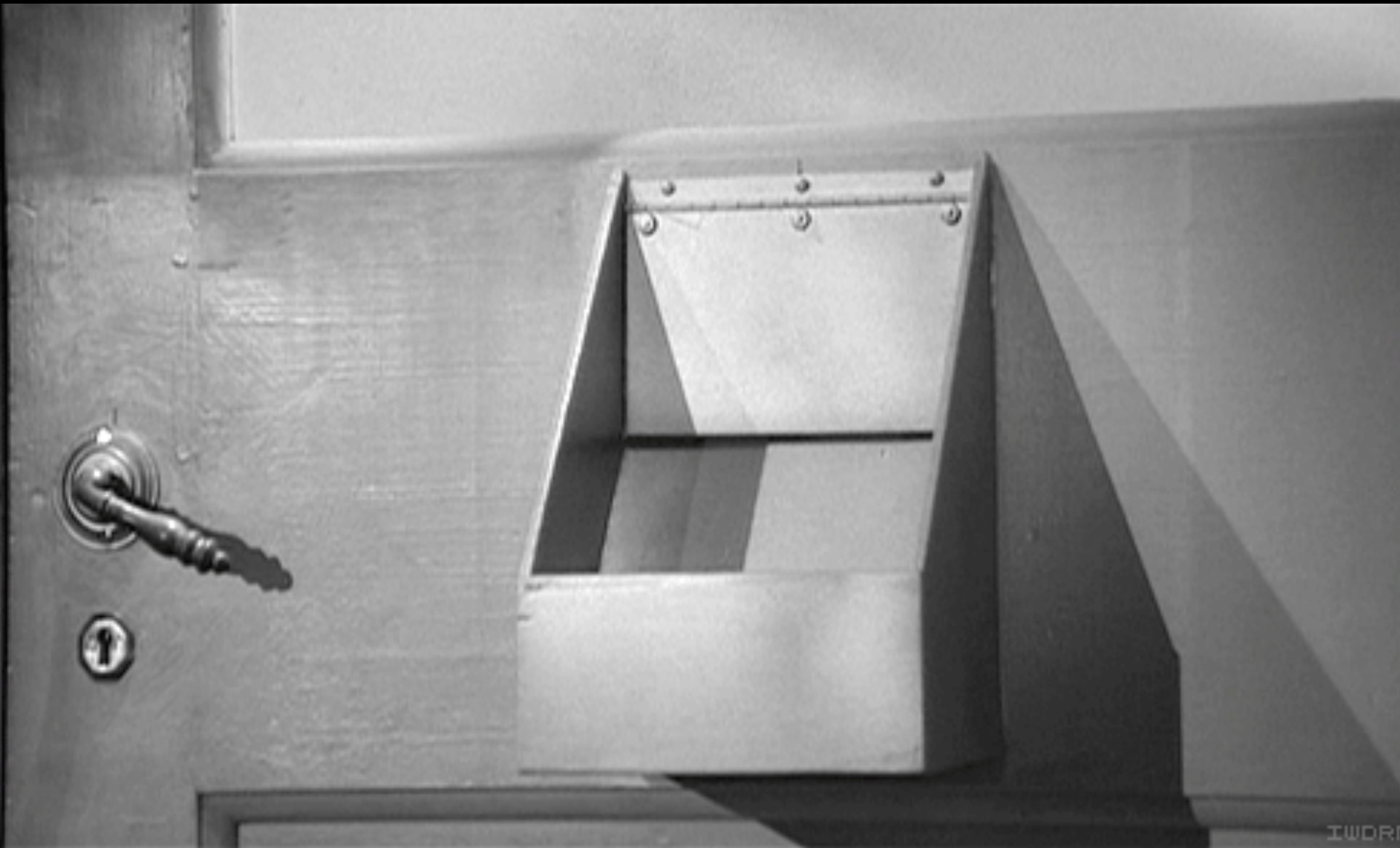
The gaming of Twitter

Distributed cognition

Horizon scanning

Stereotypes and archetypes

Impact assessment

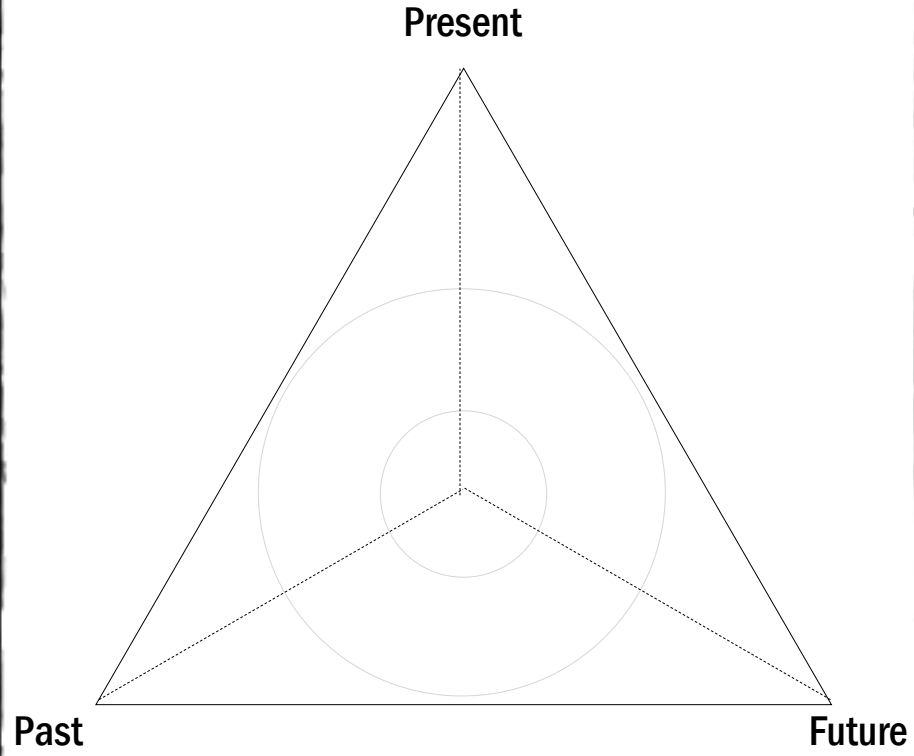


IWDRI

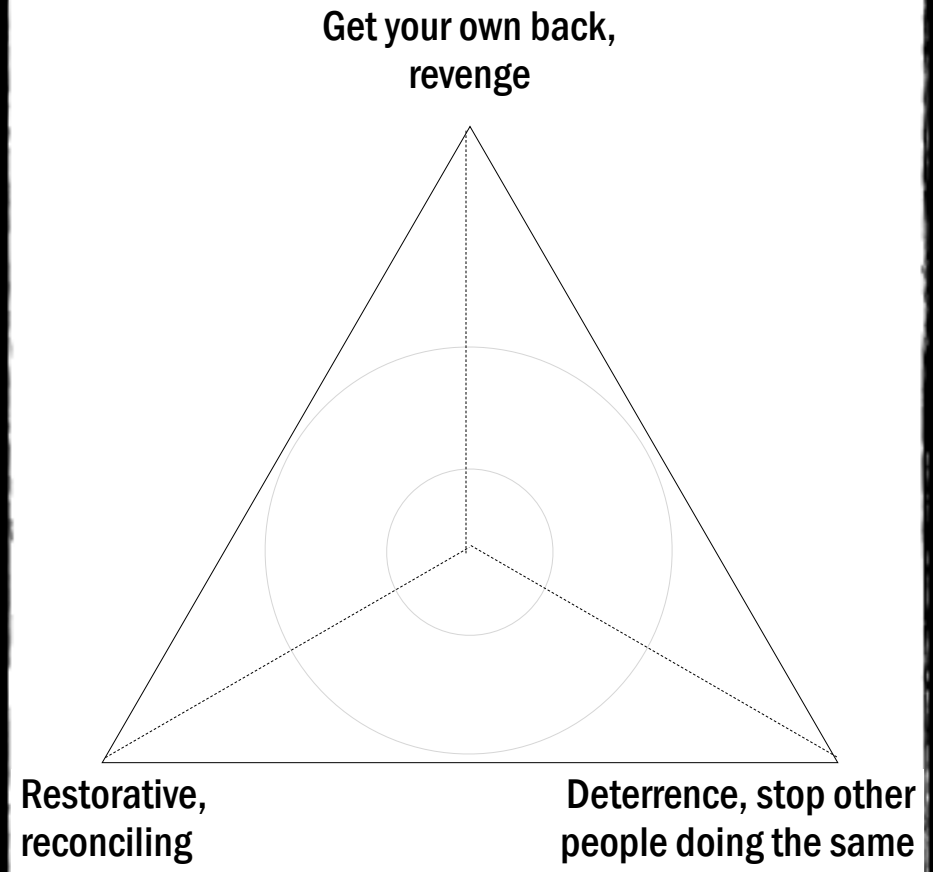
THE PROCESS

- **Copy the following two triangles - translating into your language**

The lesson in this story applies to the

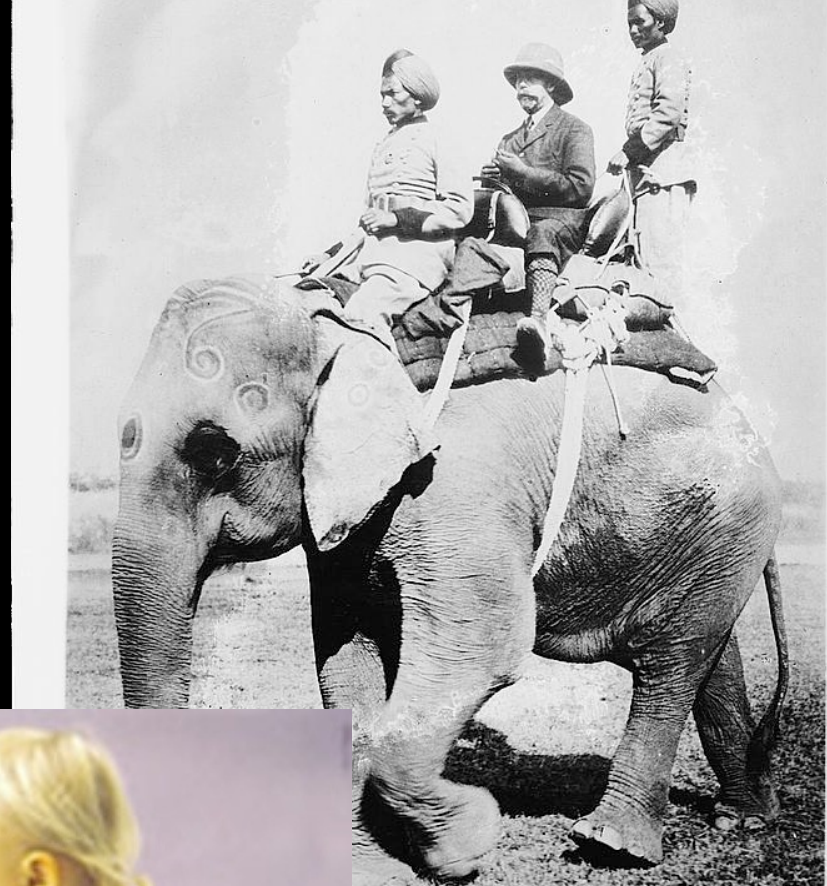


What sort of justice is shown in your story?



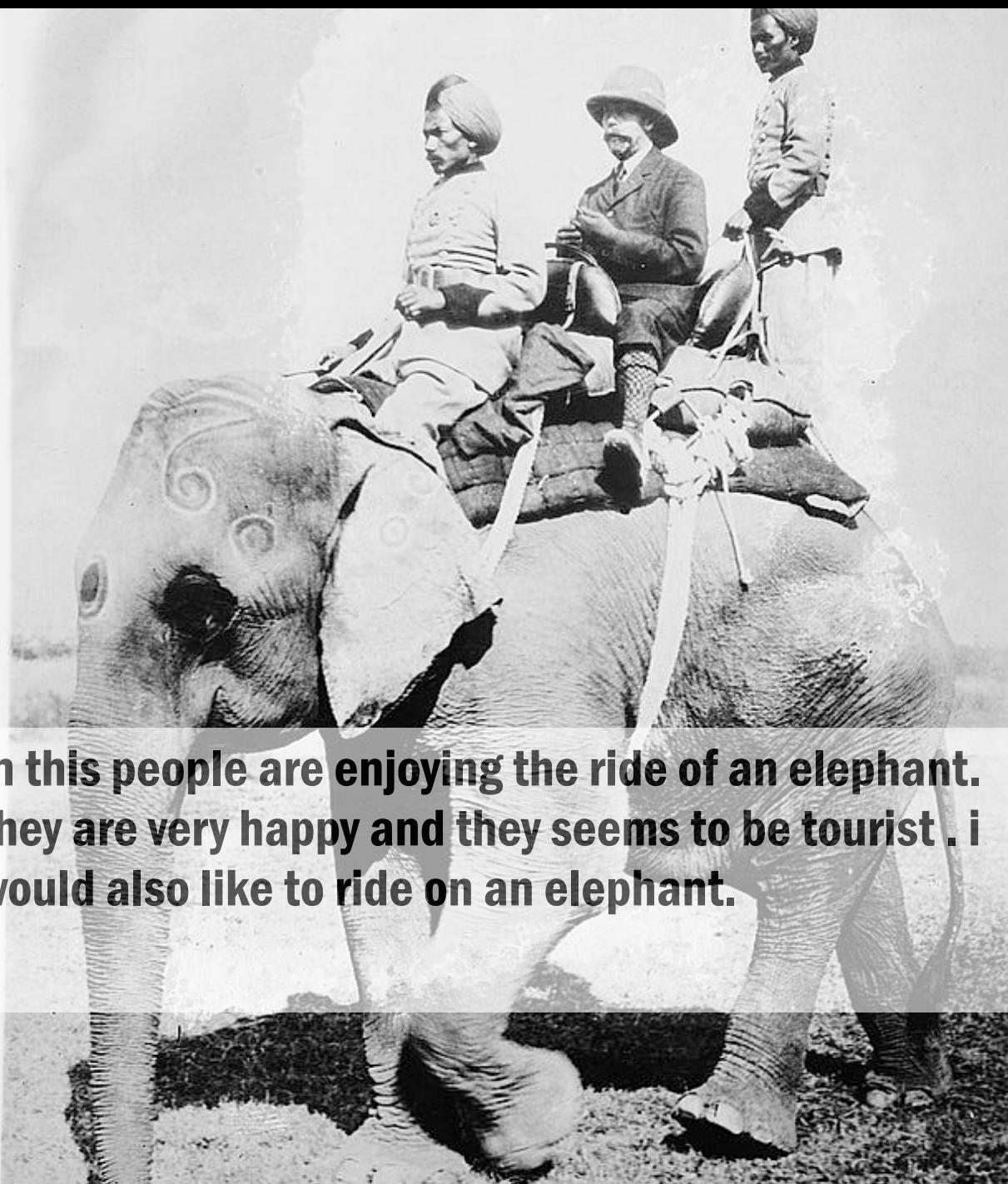
THE PROCESS

- **Copy the following two triangles - translating into your language**
- **Which of the following three pictures strikes you?**
- **Think of the story/fragment that the picture makes you think of**
- **Make a couple of notes of the story**

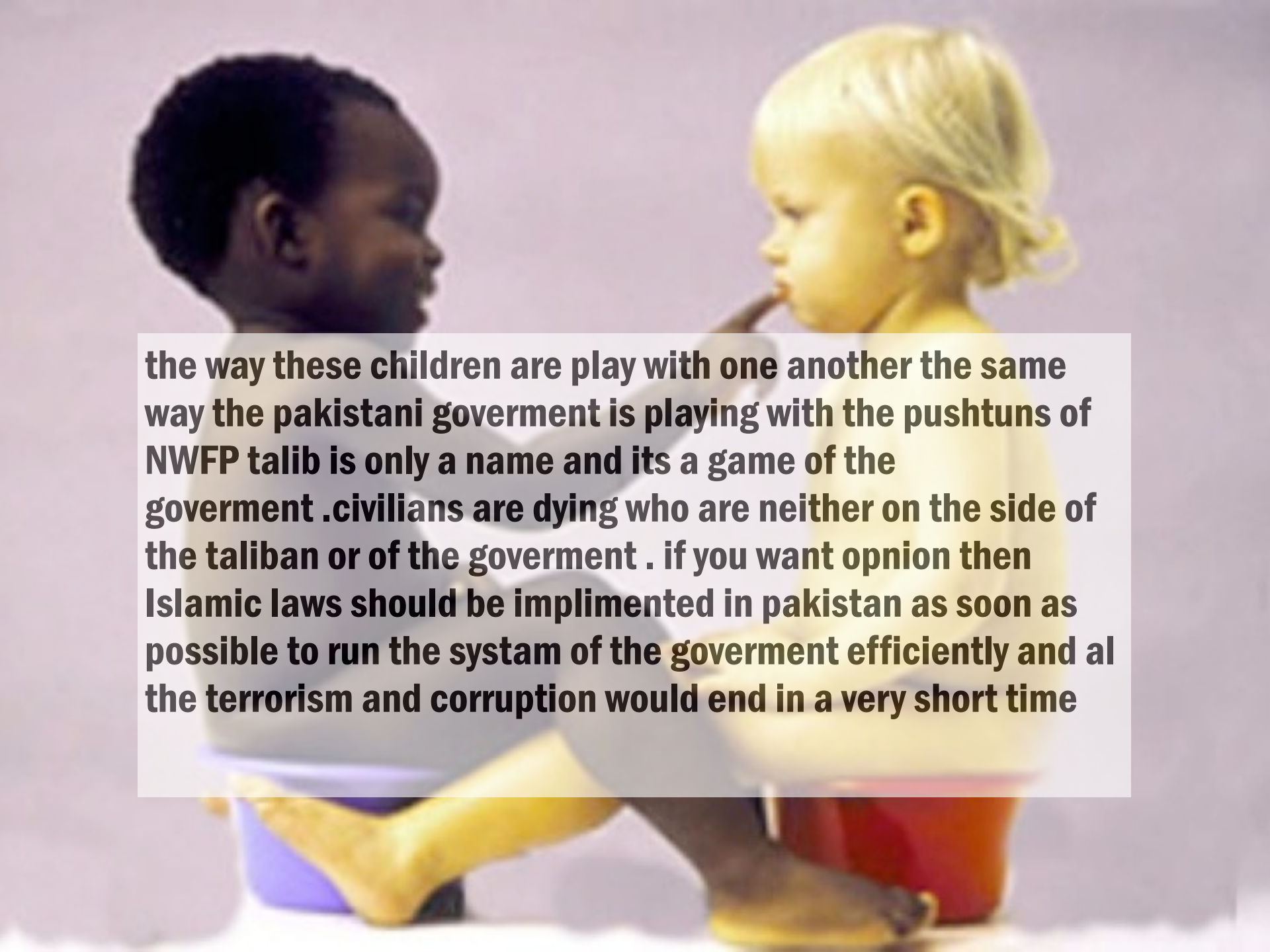


Marceau
la vérité





in this people are enjoying the ride of an elephant. they are very happy and they seems to be tourist . i would also like to ride on an elephant.

A photograph of two young children sitting on the floor, facing each other. The child on the left is Black, and the child on the right is white. They appear to be playing together. The child on the left is wearing a grey long-sleeved shirt and blue shorts. The child on the right is wearing a yellow long-sleeved shirt and red shorts. The background is a plain, light-colored wall.

the way these children are play with one another the same way the pakistani goverment is playing with the pushtuns of NWFP talib is only a name and its a game of the goverment .civilians are dying who are neither on the side of the taliban or of the goverment . if you want opnion then Islamic laws should be implimented in pakistan as soon as possible to run the systam of the goverment efficiently and al the terrorism and corruption would end in a very short time



this is a girl she is smoking a cigarette and she is in jeans and shirt that's not a good dress for women she seems to be a corrupt woman

this pic shows us a young girl smoking which can be the result of bad gathering or frustration

this girl in the picture is very pretty i would like to marry a girl like this

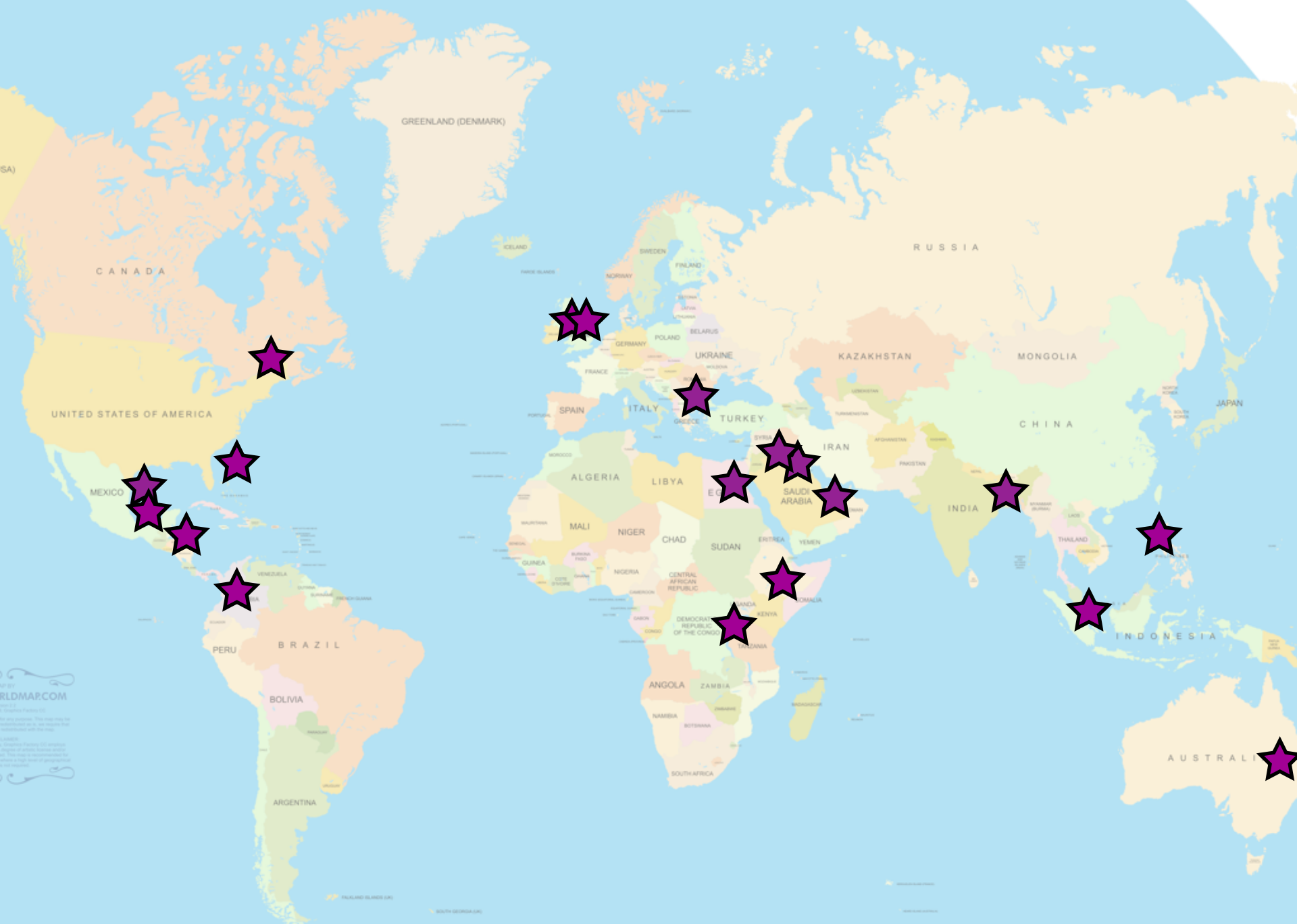
DATA COLLECTION

- **Fieldworker collection (paper, website capture, smartphone)**
- **Local community story capture**
 - **Day to day stories prompted/unprompted (journals)**
 - **Responses to images/questions (websites, paper)**
- **Frontline staff reporting (replace admin processes)**



ANALYSIS

- **Meaning-full**
- **Emergent (therefore potentially more representative)**
- **Spot weak signals (opportunities for change)**
- **“impact measure”**
- **Easy to decide what to do next**



MAP BY
WORLDMAP.COM
© 2014 WorldMap.com
All rights reserved. This map may be reproduced or translated in any form or by any means, electronic or mechanical, including photocopying, recording, or by any information storage and retrieval system, without permission in writing from WorldMap.com.

FRANCE (OVERLAP)
SOUTH GEORGIA (ANTARCTICA)

حمامة الحرية

بتفكرنى بالحرية وهى عبارة عن حمامة الحرية شوفت زيها على النت
ماكنتش بحرك كان مكتوب تحتها حمامة الحرية والحرية يستحقها كل
انسان وهى غريزة فى الانسان والحيوان

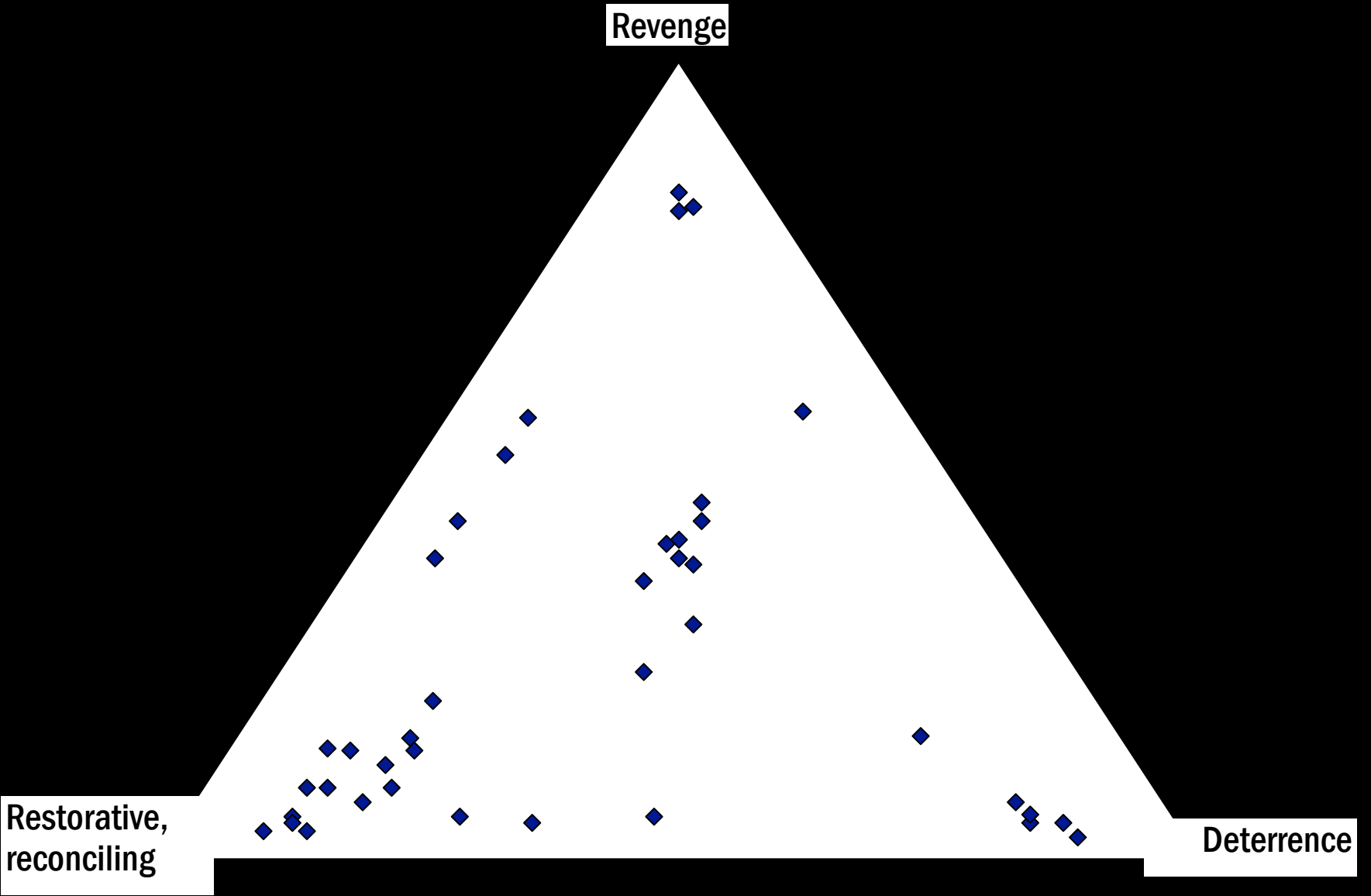
What type of justice is shown in your story?

Get your own back, revenge



Restorative, reconciling

Deterrence, stop other
people doing the same



Revenge

Filter: The sort of justice shown - Getting your own back



Cluster -- Selection from 286 673 to 682 899 (171 items)

Items Summary

الفوز فرجة
11 مامة السلام
الأنشطة الرياضيه
الطائرة يخلق بين الأسطح
NoTitle 472
NoTitle 473
كرة القدم في الشارع
مساعدة محتاجين 2
مساعدة المريض
الفرجة 2
البنيت الغلبانه
NoTitle 494
الأطفال صنعوا التاريخ
السوبر ماركت 2
المساعدة والتعاون
المجاعة والفقر
اخلاق المصريين
كرة القدم 7
رسالة الى صديق
اولاد الشوارع 18
فلسطين 4
اولاد الشوارع 22
الكشافة 6
الاعتذار واجب وحق
ماتش مصر والجزائر 2

Text Indexing

الأطفال يبدون اللاعب والمسابقات ولا كن الطفل لم يخلق في اللاعب بل
خيق لا العلم والصلوات مثل قصة رمسيس الثاني كان في التاسعه من
عمرة ابوه وضع على رأسه التاج وقال له رمسيس الثاني لماذا وضع التاج
علي رأسي قال له لم تعد صغير يا ابني الأكبر يا ولد وبعد أن أتى من عمره
عشرون سنه تولى حكم مصر وهزم الأعداء الذين كانوا يودون أن يستولى
على مصر لكن لم يقدر عليه ولقب رمسيس الثاني

Deterrence

Revenge

Country 1: Justice revolves around revenge and deterrence

Filter: Get your own back, revenge

Filter: Restorative, reconciling

Filter: Deterrence, stop other people doing

Filter: The type of justice evidenced - Get your own back, Revenge

Reconciliation

Deterrence

Revenge

Show filter strengths from 0 to 100 Match All

703 of 1105 items

Country 2: Justice revolves around reconciliation and deterrence

Filter: The type of justice evidenced - Restorative, Reconciling

Filter: The type of justice evidenced - De

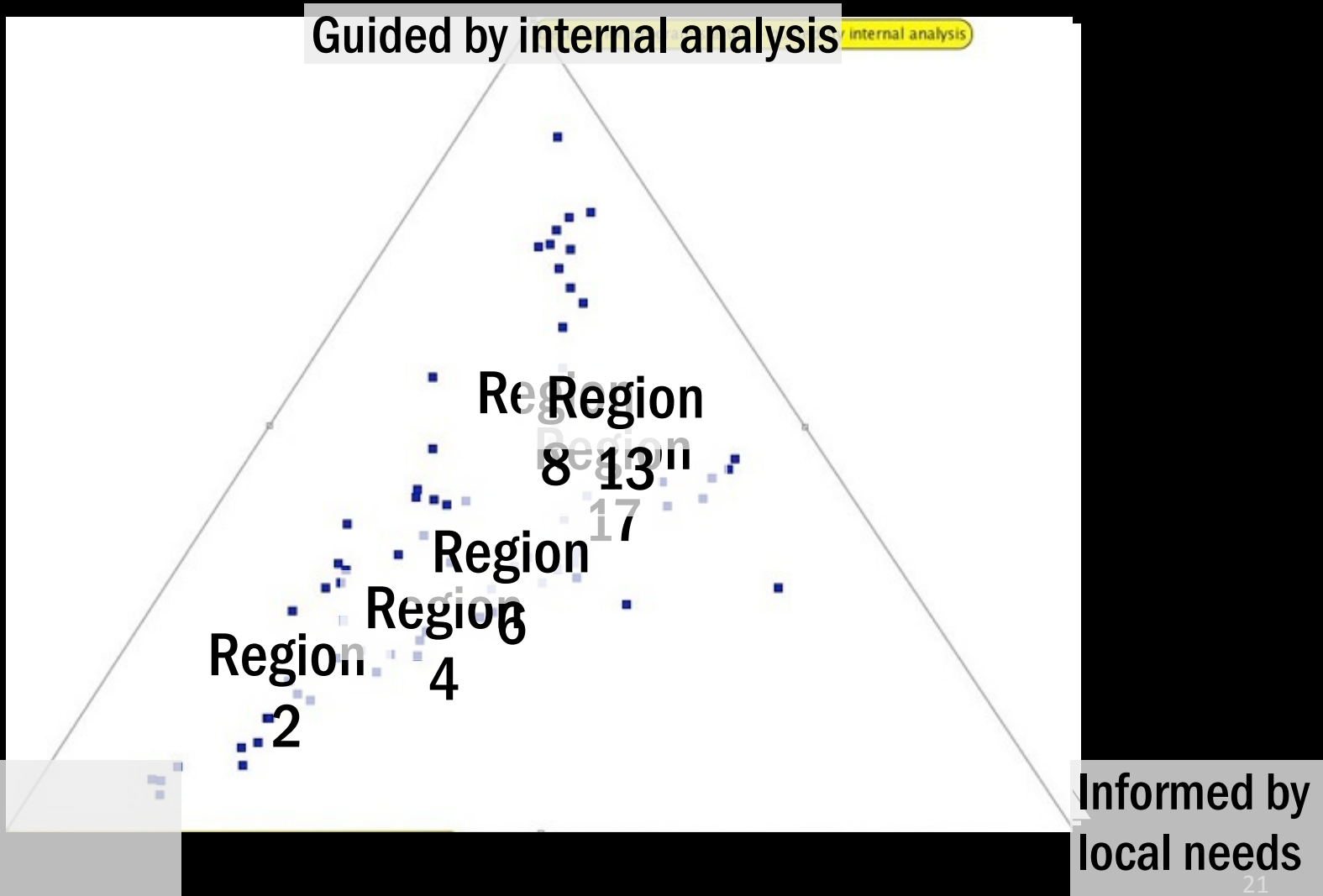
Reconciliation

Deterrence

Show filter strengths from 0 to 100 Match All

1284 of 1634 items

HOW DECISIONS WERE MADE:



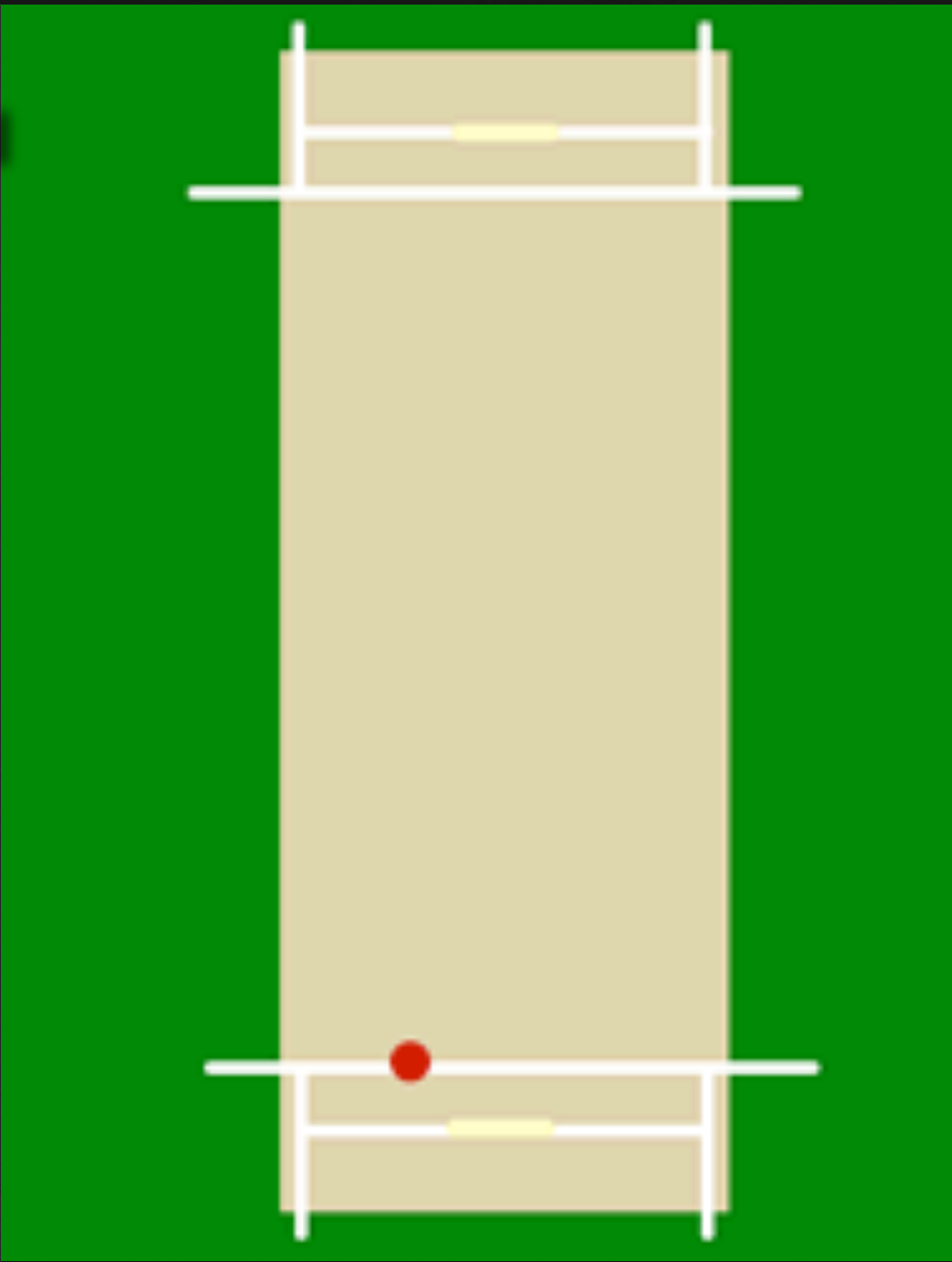
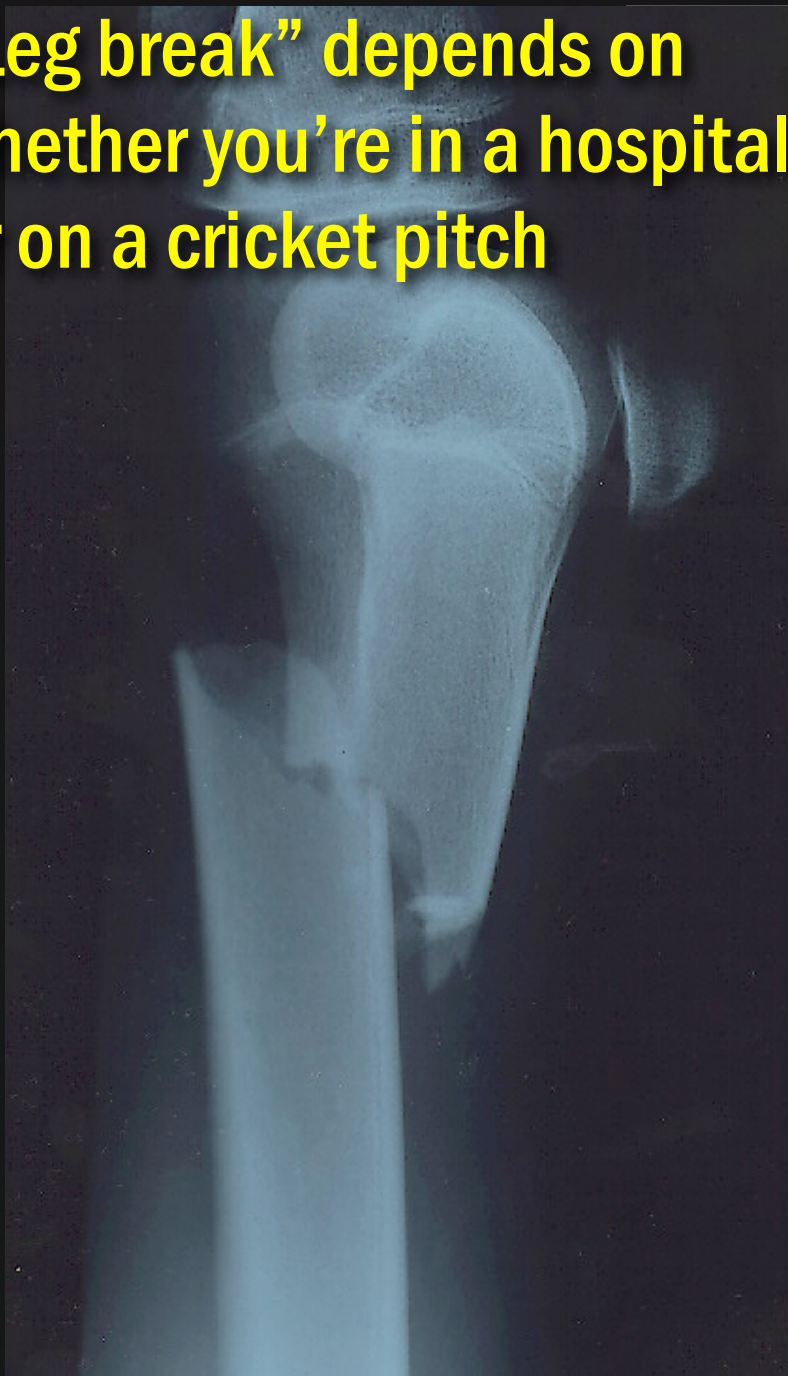
The science behind narrative research

- Human beings pick up partial information and fit them into pre-existing patterns and narratives
 - Information is filtered by the patterns in our brains
 - Patterns stem from our direct experience and the stories we hear around us
- Minimal hypothesis
- Expert interpretation is good place to start, but there are significant pitfalls
- Meaning is not in the content

**“Red shirt” is an assessment
of life expectancy, not a
statement about fashion**

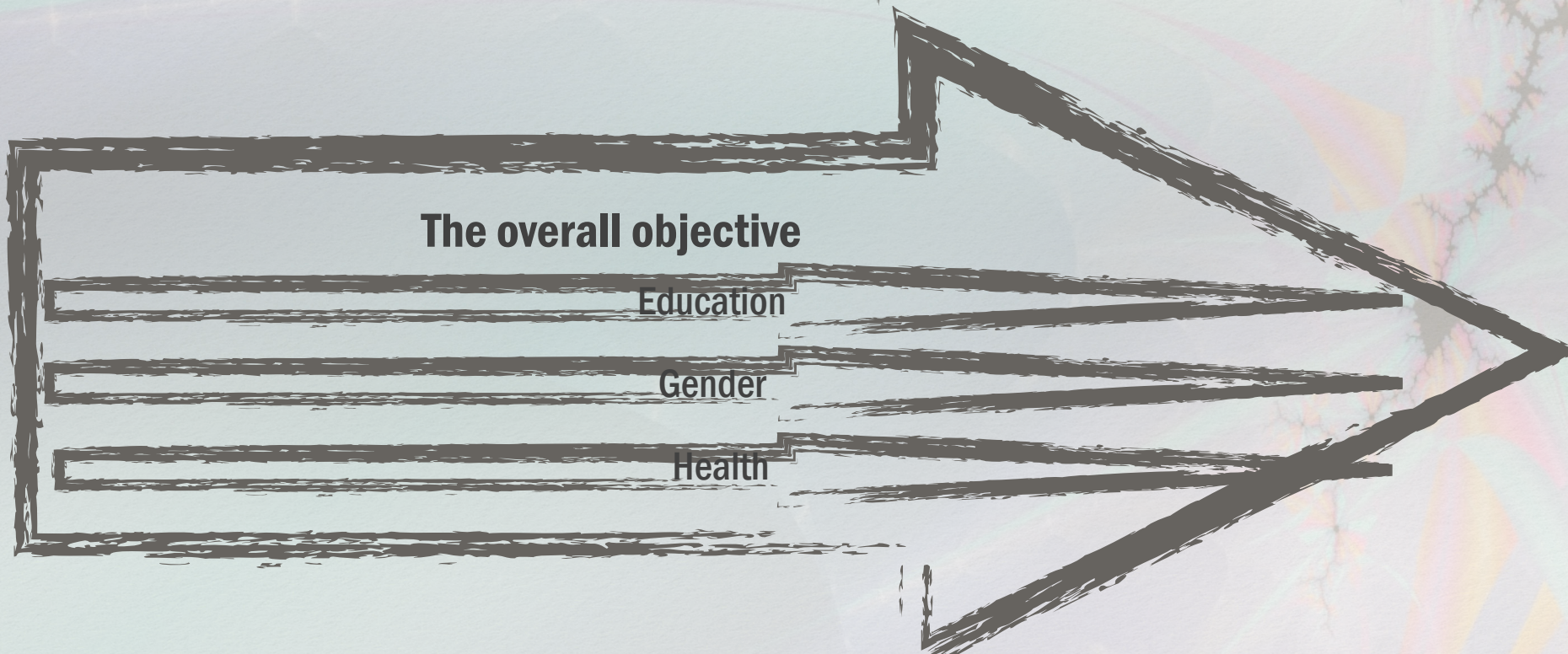


“Leg break” depends on whether you’re in a hospital or on a cricket pitch



A bright orange Flymo lawnmower is shown from a three-quarter front view. The mower has a black handle and a black deck. The brand name "Flymo" is visible on the side of the orange housing. The mower is set against a plain white background.

"Dad's mowing the lawn"



LEADERSHIP DELIBERATIONS TO START NEW PROGRAMS WERE

Participatory

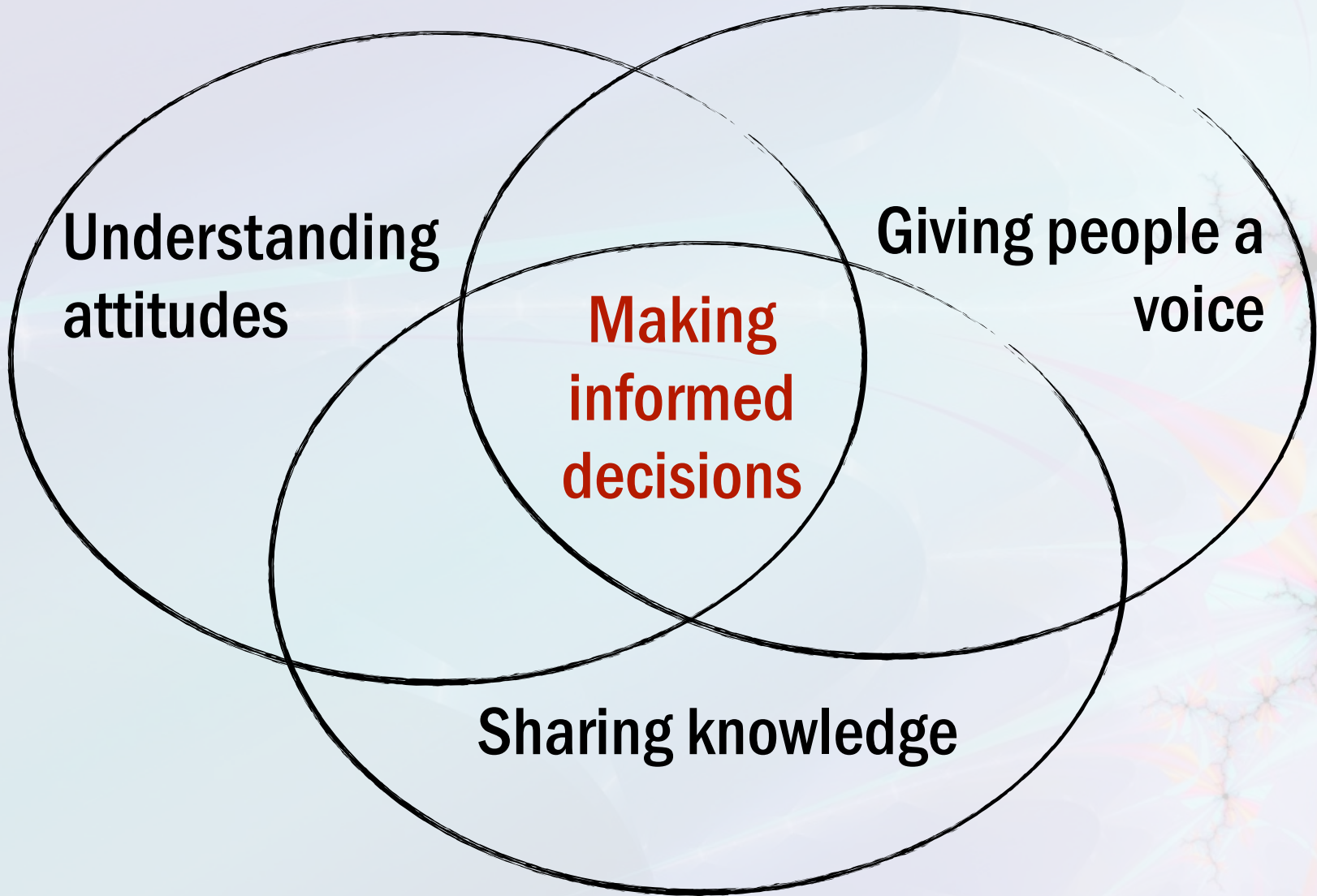
I was surprised when I found out we were actually considering a program in Egypt. I've always considered Egypt to be a nice tourist spot with just a few political issues.

In the past, all decision documents and assessments were posted to the eRooms. There were brownbags scheduled in the morning (so field could call in) when assessment teams

On a Friday morning, we weren't going into Kyrgyzstan. By Friday afternoon, we were. WTF??

Driven by Office-Wide Consensus

Strategic





Lots of families in Keutgao village did not have latrines. Many of the girls from the families living in this village were of appropriate age for marriage, and therefore were receiving proposals from nearby villages. There was such a case where a man and his family from a nearby village came over to this village to meet a girl who was a prospective match for him.

After some conversation and dinner, one of the guests asked to use the latrine. The girl`s father showed him the way to some bushes and informed him that they all use the bushes as a toilet.

The man`s family then left the girl`s house and informed her family that they would not be able to form a new relationship with a family that did not have a latrine.

Seeing how the lack of a latrine prevented their daughter from being able to get married, the family decided to install a proper, sanitary latrine in their home. Eventually, the family gained social acceptance and the girl got married. Not only did this family acquire a latrine of their own, but they inspired others to do the same as well.

OUR CORE VALUES ARE SERVICE, INTEGRITY, RESPECT, TEAMWORK, RESPONSIBILITY, TRUST, DIVERSITY, VALUE, HONESTY, FUN, PASSION, FAIRNESS AND EXCELLENCE.



www.dilbert.com scottadams@aol.com

HOW SHOULD WE DEAL WITH THE INHERENT CONFLICTS? I MEAN, WHAT IF I WANT TO BE IRRESPONSIBLE IN A FUN AND PASSION-ATE WAY?



6-18-05 © 2005 Scott Adams, Inc./Dist. by UFS, Inc.

YOU HAVE TO DO ALL OF THEM.

I NOTICE THAT HYGIENE DIDN'T MAKE THE LIST.



© Scott Adams, Inc./Dist. by UFS, Inc.

Tony Quinlan, Cognitive Edge
e: tony@narrate.co.uk